



## NEWS FOR IMMEDIATE RELEASE

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### **E.T. Horn Secures New Principal Alliance**

#### ***Company to Distribute Silberline Brand of Pigments Throughout the Western United States***

La Mirada, CA - October 25, 2007 – The E.T. Horn Company, a leading distributor, supplier, marketer, and manufacturer of specialty chemicals, announced that it has reached an exclusive agreement with the Silberline Manufacturing Company to represent and distribute its expanded line of effect pigments in 13 western states. Effective immediately, E.T. Horn will cover Texas, Oklahoma, and New Mexico, while the states of California, Washington, Oregon, Idaho, Montana, Wyoming, Utah, Nevada, Arizona, and western Colorado will commence on November 15.

Tamaqua, PA-based Silberline is a leading global supplier of aluminum-based effect pigments and offers several proprietary brands that serve the coatings, inks, graphic arts, plastics and personal care/cosmetics industries.

Silberline's VP of Sales James Ranieri commented on the new mutual relationship: "Our executive management decided it was time to improve our domestic distribution, so we went with a leader in terms of customer satisfaction, technical expertise, and logistics," he said. "With E.T. Horn's exemplary track record, we know we have a trusted partner that will satisfy the needs of our expanding customer base in the West."

In related news, E.T. Horn Vice President Bob Ahn stated the company's platinum sponsorship at the recently concluded West Coast Symposium in Las Vegas was a huge success, adding that his team presented a variety of products from Silberline.

"The Symposium provided an excellent opportunity for our constituency and new prospects to learn more about E. T. Horn's diversity, and specifically to touch and feel the newest products from Silberline such as StarBrite™, their newest performance pigment."

About E.T. Horn Company -

The E.T. Horn Company is one of the nation's largest distributors, marketers and manufacturers of raw materials and chemicals for use in coatings, building materials, elastomers, lubrication, nutrition, cosmetics, personal care, and food products. Founded in 1961, the company has focused on providing formulation solutions, superior customer service and technical expertise in distributing products from only the finest manufacturers. For additional information contact the company at 800-442-HORN or visit [www.ethorn.com](http://www.ethorn.com).